

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM560059

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Black Diamond Equipment, Ltd.		01/27/2020	Corporation: DELAWARE
RECEIVING PARTY DATA			
Name:	Vanish, Inc.		
Street Address:	13138 NW Dalton Ranch Lane		
City:	Portland		
State/Country:	OREGON		
Postal Code:	97229		
Entity Type:	Corporation: DELAWARE		
PROPERTY NUMBERS Total: 10			
Property Type	Number	Word Mark	
Serial Number:	88322572	WE ARE MOUNTAIN	
Serial Number:	88322578	WE ARE MOUNTAIN	
Serial Number:	88322586	WE ARE MOUNTAIN	
Serial Number:	88322595	WE ARE MOUNTAIN	
Serial Number:	88322602	WE ARE MOUNTAIN	
Serial Number:	88322609	WE ARE MOUNTAIN	
Serial Number:	88322613	WE ARE MOUNTAIN	
Serial Number:	88322625	WE ARE MOUNTAIN	
Serial Number:	88322631	WE ARE MOUNTAIN	
Serial Number:	88322635	WE ARE MOUNTAIN	
CORRESPONDENCE DATA			
Fax Number:	2122453009		
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent using a fax number, if provided; if that is unsuccessful, it will be sent via US Mail.</i>			
Phone:	2125416222		
Email:	Trademark@kanekessler.com		
Correspondent Name:	Brendan P. McFeely		
Address Line 1:	666 3rd Avenue		
Address Line 4:	New York, NEW YORK 10017		

OP \$265.00 88322572

ATTORNEY DOCKET NUMBER:	5098-39
NAME OF SUBMITTER:	Brendan P. McFeely
SIGNATURE:	/Brendan P. McFeely/
DATE SIGNED:	02/03/2020
Total Attachments: 2 source=Trademark_Assignment_-_Black_Diamond_Equipment_Ltd_to_Vanish_Inc_against_10_marks_in_the_USA source=Trademark_Assignment_-_Black_Diamond_Equipment_Ltd_to_Vanish_Inc_against_10_marks_in_the_USA	

TRADEMARK ASSIGNMENT AGREEMENT

This Trademark Assignment Agreement (the "Trademark Assignment") is entered into and made effective as of the 27th day of January 2020 (the "Effective Date") by and between Black Diamond Equipment, Ltd., a Delaware corporation ("Assignor"), and Vanish Inc, a Delaware corporation ("Assignee") (each a "Party," and collectively the "Parties").

RECITALS

WHEREAS, Assignor is the owner of all right, title and interest in and to the trademarks set forth on Schedule A below and the common law rights related thereto (collectively the "Trademarks"), the goodwill appurtenant to the Trademarks, and the registrations and applications for registration of the Trademarks filed at the United States Patent & Trademark Office set forth in more detail on Schedule A:

WHEREAS, Assignor and Assignee have executed a Settlement Agreement and General Release dated as of the date hereof (the "Agreement"); and


WHEREAS, pursuant to the terms of the Agreement, the Assignor desires to assign, and Assignee desires to acquire, all right, title and interest owned by Assignor in and to the Trademarks, the registrations thereof, applications therefor and goodwill and businesses associated therewith.

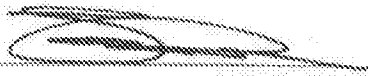
NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor hereby distributes, sells, transfers, assigns and otherwise conveys unto Assignee, its successors and assigns, all of its right, title and interest in and to the Trademarks, including priority filing rights, together with the goodwill connected with the use of and symbolized by the Trademarks and all applications and registrations related thereto, and all rights to proceeds of the foregoing, including without limitation any rights of action by Assignor, and the right to take proceedings and to seek and recover damages and all other available remedies against third parties for past, present or future infringement of the Trademarks. Assignor also transfers and assigns to Assignee the ongoing and existing businesses associated with the Trademarks and the goods and services related thereto.

IN WITNESS WHEREOF, the parties have executed this Trademark Assignment as of the 27th day of January, 2020.

BLACK DIAMOND EQUIPMENT, LTD

VANISH, INC.

By: 

By: 

Name: Aaron Kuehne

Name: TODD RICHARDS

Title: CFO

Title: CO-FOUNDER

Schedule A

The Trademarks

MARK	FILING DATE	APPLICATION NO.	CLASS	STATUS
WE ARE MOUNTAIN	3/1/2019	88/322,572	6	Pending
WE ARE MOUNTAIN	3/1/2019	88/322,578	8	Pending
WE ARE MOUNTAIN	3/1/2019	88/322,586	9	Pending
WE ARE MOUNTAIN	3/1/2019	88/322,595	11	Pending
WE ARE MOUNTAIN	3/1/2019	88/322,602	18	Pending
WE ARE MOUNTAIN	3/1/2019	88/322,609	22	Pending
WE ARE MOUNTAIN	3/1/2019	88/322,613	24	Pending
WE ARE MOUNTAIN	3/1/2019	88/322,625	25	Pending
WE ARE MOUNTAIN	3/1/2019	88/322,631	28	Pending
WE ARE MOUNTAIN	3/1/2019	88/322,635	35	Pending

Common law rights in and to the mark WE ARE MOUNTAIN